

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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January 11, 1958

## N.C.A. and C.M.&S.A. To Register Convention Delegates at Seven Boardwalk Hotels in addition to Convention Hall

For the convenience of those attending the Canners Convention, badges will be issued this year at seven Boardwalk hotels in addition to Convention Hall. As each delegate registers, he will receive a badge, a copy of the Convention Directory-Program, and a guest ticket to the C.M.&S.A. Sunday Night Musical.

N.C.A. and C.M.&S.A. will maintain registration desks at Convention Hall and the following hotels: Ambassador, Dennis, Haddon Hall, Marlborough-Blenheim, Ritz-Carlton, Shelburne, and Traymore.

Delegates will be able to register at these hotels only on Saturday and Sunday, January 18 and 19. Beginning Monday, there will be registration only at Convention Hall and the Traymore.

As in the past, the Convention badge will be the badge of admission to the exhibit of canning machinery and supplies at Convention Hall. General use of the badge will have the added convenience of ready personal identification. Badges will be issued for the following categories of regis-

trants: canner, broker, C.M.&S.A., distributor, food manufacturer, frozen foods, guest.

The C.M.&S.A. Sunday Night Musical will be a two-hour program featuring Ray Middleton and Kirsten Kenyon, at the Warner Theater, on the Boardwalk, at 8:30.

## N.C.A. Home Economist Speaks to Professional Women

Katherine R. Smith, Director of the N.C.A. Consumer Service Division, spoke this week on the use of canned foods at two meetings of professional women's groups.

At a meeting of the Railway Business Women's Association of the District of Columbia, January 7, Miss Smith spoke on the use of canned foods for family meals and for entertaining.

Miss Smith spoke January 9 at the annual "Live Better Electrically—Women's Conference" in Chicago. The group is made up of directors of the home service departments of electric companies throughout the United States, and also home economists with manufacturers of electrical equipment for the home. In their work these women give cooking schools and meet with large numbers of consumers at meetings and in their homes. Many of them have developed a consumer telephone service to answer questions on homemaking and to supply recipes.

A section of the program was devoted to information on latest developments in various areas. Speakers represented canned foods, meats, frozen foods, and soaps and detergents. Miss Smith spoke on "New Views of Canned Foods" and described recent developments and also ways of serving canned foods as related to present homemaking trends.

## Drummond and Shanley To Address Annual Meeting

Two speakers eminently competent to furnish canners, brokers, and distributors at the Atlantic City Convention with essential and valuable background facts that bear on the nation's business climate will appear at the Opening General Session, January 20, in the American Room of Hotel Traymore.

They are Roscoe Drummond, syndicated columnist of the New York *Herald-Tribune*, who will report on "The State of the World," and Bernard M. Shanley, of New Jersey, who served as President Eisenhower's secretary from 1953 until last August. Mr. Shanley's talk is titled "Inside the White House."

President A. Edward Brown and Program Chairman E. E. Burns announce that these major addresses were arranged because of the universal interest and importance they will carry for all factors in the canned foods business. President Brown will preside over the session, which is open to everyone at the Convention. In addition to the featured addresses, the election of 1958 officers and Board members of N.C.A. will be held, and the Convention resolutions will be presented and voted on.

Few newspaper men have been the subject of as much news copy by their colleagues as Mr. Drummond, whose column "Washington" appears four times weekly in more than 100 of the nation's leading newspapers. In appraising national and international affairs, he utilizes first-hand knowledge of Europe and the Far East, gained from his world-wide journalistic experience. His frequently quoted directive to his staff is: "Relate yesterday's facts to today's events to produce tomorrow's meaning."

Mr. Shanley is one of the leading Republican citizens of New Jersey where he has a high reputation in legal and political circles. He has been prominently identified with the Eisenhower administration from the start, having first served on the advisory committee for the 1952 campaign. His association with the Chief Executive in The White House, first

## N.C.A. Convention Banquet

Tickets for the second annual N.C.A. Convention Banquet and Entertainment were mailed this week to those who had placed orders for the event, to be held Tuesday evening, January 21, in the American Room of The Traymore. Entertainment will feature Jan McArt, Jack Russell, and The Chords, with the industry's own Don Loker as master of ceremonies. Present indications are that the Banquet will be a sell-out.

The Convention Program Committee urges all who plan to attend to get their orders into N.C.A. headquarters by January 16. After that date ticket sales will be handled by the N.C.A. Information Booth in the lobby of The Traymore. Requests are handled in the order they are received. Tickets are \$12.50 each, and tables of 10 are available.

## Schedule of Principal Events of the 1958 Convention

### TENTATIVE—SUBJECT TO REVISION AND ADDITION

#### FRIDAY, JANUARY 17

- 3 p.m.—Meeting of C.M.&S.A. Board of Directors, East Room, Claridge
- 6:30 p.m.—Past Presidents Dinner, C.M.&S.A., East Room, Claridge

#### SATURDAY, JANUARY 18

- 12 m.—Luncheon Meeting of N.C.A. Administrative Council, Belvedere Room, Traymore
- 1-5 p.m.—The Cannery Show, Convention Hall
- 4:15 p.m.—Ninth Annual Meeting of The Forty-Niners, Board Room, Claridge
- 5:15 p.m.—Presentation of Fifth Annual Service Award and Reception, The Forty-Niners, Board Room, Claridge
- 6 p.m.—Reception, The Forty-Niners, Park Lounge, Claridge
- 7 p.m.—Reception and Dinner for State Secretaries, The Tent, Dennis

#### SUNDAY, JANUARY 19

- 8 a.m.—Breakfast Meeting of N.C.A. Consumer Service Committee, Pine Room, Traymore
- 9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore
- 9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Mandarin Room, Traymore
- 10 a.m.—Annual Meeting of C.M.&S.A., Room B, Convention Hall
- 12 m.—Luncheon Meeting of N.C.A. Board of Directors (open session), Rose Room, Traymore
- 1-6 p.m.—The Cannery Show, Convention Hall
- 1-5 p.m.—Canning Industry Theater, Convention Hall
- 2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Belvedere Room, Traymore
- 5 p.m.—Drawings for attendance awards, The Cannery Show, Convention Hall
- 6 p.m.—Buffet Supper for Members of National Preservers Association, Surf Room, Ambassador
- 6 p.m.—Old Guard Party, Board Room, Claridge
- 7 p.m.—Old Guard Buffet Supper, Trimble Hall, Claridge
- 8:30 p.m.—C.M.&S.A.'s Sunday Night Show—"Musical Memories," Warner Theater, on the Boardwalk

#### MONDAY, JANUARY 20

- 8 a.m.—Breakfast Meeting of N.C.A. Fishery Products Committee, Club Room, Traymore
- 8 a.m.—Breakfast Meeting of N.C.A. Labeling TAC, Pine Room, Traymore
- 9 a.m.—Meeting of N.C.A. Nominating Committee, Mandarin Room, Traymore
- 9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore
- 9:30 a.m.—Annual Meeting of National Preservers Association (first session), Room 22, Ambassador
- 10 a.m.—N.C.A. Annual Meeting, American Room, Traymore
- 10 a.m.—Meeting of Board of Directors of National Food Distributors Association, Jefferson
- 10-6 p.m.—The Cannery Show, Convention Hall
- 12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M.&S.A., Belvedere Room, Traymore
- 12 m.—N.C.A. Fishery Products Luncheon, Rose Room, Traymore
- 12 m.—Luncheon Meeting of N.C.A. Claims Committee, Pine Room, Traymore

- 12 m.—Luncheon Meeting of N.C.A. Statistics Committee, Mandarin Room, Traymore
- 1-5 p.m.—Canning Industry Theater, Convention Hall
- 2 p.m.—Meeting of N.C.A.-C.M.&S.A. Committee on Canning Equipment Sanitation, Belvedere Room, Traymore
- 2:30 p.m.—Ladies Day Program sponsored by C.M.&S.A., Room B, Convention Hall
- 4 p.m.—Fish and Wildlife Service Conference on Fish Cannery Problems, Club Room, Traymore
- 5 p.m.—Drawings for attendance awards, The Cannery Show, Convention Hall
- 7 p.m.—Young Guard Banquet, American Room, Traymore
- 7:30 p.m.—N.C.A. Scientific Research Committee Smoker, Skyline Terrace, Traymore

#### TUESDAY, JANUARY 21

- 8 a.m.—Breakfast Meeting of N.C.A. Procurement Committee, Club Room, Traymore
- 8 a.m.—Breakfast Meeting of N.C.A. Seed Quality TAC, Mandarin Room, Traymore
- 8 a.m.—Breakfast Meeting of Processed Apples Institute, Inc., Mirror Room, Shelburne
- 9 a.m.—Meeting of Board of Directors of Processed Apples Institute, Inc., Mirror Room, Shelburne
- 9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore
- 9:30 a.m.—Annual Meeting of National Preservers Association (second session), Room 22, Ambassador
- 10 a.m.—N.C.A. Marketing Session, American Room, Traymore
- 10-6 p.m.—The Cannery Show, Convention Hall
- 12 m.—N.C.A. Raw Products Luncheon, Rose Room, Traymore
- 12 m.—N.C.A. Food Editors Luncheon, Grande Ballroom, Shelburne
- 1-5 p.m.—Canning Industry Theater, Convention Hall
- 2:30 p.m.—Meeting of N.C.A. Labeling Committee, Mirror Room, Shelburne
- 2:30 p.m.—Ladies Day Program sponsored by C.M.&S.A., Room B, Convention Hall
- 5 p.m.—Drawings for attendance awards, The Cannery Show, Convention Hall
- 7 p.m.—N.C.A. Banquet, American Room, Traymore

#### WEDNESDAY, JANUARY 22

- 8 a.m.—Breakfast Meeting of N.C.A. Precision Planters TAC, Pine Room, Traymore
- 9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore
- 10 a.m.—N.C.A. Research Session, American Room, Traymore
- 10-5 p.m.—The Cannery Show, Convention Hall
- 12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M.&S.A., Room B, Convention Hall
- 12 m.—Luncheon Meeting of N.C.A. Raw Products TAC, Mandarin Room, Traymore
- 1-5 p.m.—Canning Industry Theater, Convention Hall
- 4 p.m.—Drawings for attendance awards, The Cannery Show, Convention Hall
- 6 p.m.—President's Reception, C.M.&S.A., Kodiak Room, Chalfonte
- 7 p.m.—C.M.&S.A. Dinner Dance, Carolina Room, Chalfonte

as counsel and then as appointments secretary, was close and continuous. His acquaintance with the thinking and policies of the Eisenhower team is complete. In campaign speeches at both state and national level Mr. Shanley has demonstrated his skill as a forceful speaker.

### Emphasis at Tuesday Session Is on Marketing Problems

With selling receiving a major emphasis at this year's Convention, analyses of present-day merchandising problems will be presented by expert speakers at the Marketing Session on Tuesday, January 21.

With President Brown presiding, this session will start with a presentation by the well-known market analyst, A. C. Nielsen, Jr., president of the A. C. Nielsen Company. He will be followed by a prominent canned food broker, James A. Weaver, president of the company that bears his name, who will discuss the problems facing canners and brokers that have arisen from the recent changes in distribution methods.

Midway of the program a special award will be made to Paul J. Cupp, president of the American Stores Company, in recognition of his contribution to the "Philadelphia Project," series of canned foods retailing studies being conducted under the N.C.A. Consumer and Trade Relations Program.

"The Introduction and Promotion of a New Product" will be the subject of an address by Commander Edward Whitehead, president of Schweppes (U. S. A.) Ltd., whose bearded countenance is familiar to millions through the medium of national advertising copy.

The annual Food Editors Conference, always held at the Convention, will bring the visiting food editors into the Tuesday morning audience and one of their own members will be the final speaker on the Marketing Session. Esther Foley, home service director of Macfadden Publications, Inc., will tell the audience why it is important to inform food editors about canned foods, and the manner in which these professionals handle such educational copy to the various types of readers they cover.

The annual installation of newly-elected officers, sometimes held at the Opening General Session, will be held this year at the conclusion of the Tuesday Marketing Session.

### Research Session To Hear of Latest Scientific Developments

The three addresses to be presented at the Research Session Wednesday morning, January 22, cover subjects important to the food industry as well as to scientific progress.

Current interest in the role of foods for the control of disease has a strong potential for effect on marketing of various classes of foods. The possible connection between atherosclerosis and fat intake, or type of fats eaten, has already given rise to conflicting popular notions about desirable diet patterns. That many of these notions are superficial and hastily adopted will be part of the message of Dr. Robert E. Olson, of the Pittsburgh Medical Center, whose subject will be "Can You Live with Your Blood Cholesterol?" Dr. Olson is conducting pioneer research in this field and has already made some startling findings about the effect of diet patterns on blood chemistry.

J. Jerome Thompson, vice president of Chas. Pfizer & Co., will present the subject, "Telling Agriculture's Story Dynamically." Mr. Thompson is a forceful speaker and as vice president and director of research and development for his own company has a good deal of experience in evaluating the practical significance of both fundamental and applied research in industry and agriculture. Mr. Thompson's talk on the value of fundamental and applied research before the Agricultural Research Institute in Washington in November was enthusiastically received by both practical agriculturists and agricultural scientists present during this meeting.

The final speaker Wednesday morning, Dr. Emil Mlak, an internationally famous food technologist, will review research under way on improvement of canned food quality by control of cultural, harvesting, handling, canning and storage practices. The following quotations from his manuscript in reference to pears typify results of the work he is doing on several fruits and tomatoes through a broad spectrum research program involving the product from the farm to the consumer:

"Now, what have all these studies meant to industry? . . . by rigidly following these procedures the maximum dessert quality and maximum canning character can be obtained . . . a practical materials handling program can be developed and followed, thereby greatly reducing direct labor costs and facilitating a regularized process-

ing operation. . . . In addition it has been possible to reduce the loss of overripe or underripe fruit . . . as much as 17 to 22 percent increase in case yield can be achieved. These figures have been confirmed several years in a row by commercial canning organizations who have been following the recommended procedures . . . one canner has indicated he is selling his pears at a maximum price . . . in markets previously unavailable to him because of 'inconsistency in quality'."

### Research Luncheons To Stress Instrumentation, Sanitation

The Research Technical Luncheons at the 1958 Convention will focus attention on instrumentation and equipment sanitation, two areas of continuing interest in canning research and technology.

The luncheon on Monday, January 20, will feature a discussion of new objective methods for measuring quality factors. Gerald G. Moyer, Minneapolis-Honeywell Regulator Company, will preside at this session, which will include papers on color measurement and instrumental techniques which have found wide application in flavor research.

A major part of the research effort in the canning industry has been directed toward the measurement and control of the various factors affecting quality. Methods for the objective measurement of maturity have been studied intensely for many years and, although they need to be continually revised and improved, many such tests are in routine use throughout the industry.

Color is another factor of primary importance, as recognized, for example, in the weight given it in the U. S. standards for grades. Progress in color instrumentation has made available objective and accurate methods for the measurement of this factor. Many of these more refined instrumental techniques have been in use for several years, largely as research tools. More recently, objective color measurement has begun to move from the province of research into the area of quality control, and this trend seems certain to be strengthened as more economical instrumentation becomes available.

At the Monday luncheon, Dr. Amihud Kramer of the University of Maryland will discuss the potential of color measurement in quality control. In view of recent interest throughout the canning industry in objective color



methods, the topic should be one of special interest.

Vapor-phase chromatography and infrared spectroscopy are also scheduled for discussion at this session. These research tools have been employed in a number of laboratories in the separation and identification of the chemical compounds contributing to the flavor of fruits and vegetables. This is a complex field of research and little progress was possible until these instrumental methods were available for application. Vapor-phase chromatography will be discussed by Dr. Irving Fageron of the University of Massachusetts, and infrared spectroscopy by Dr. Abraham Savitsky of the Perkin-Elmer Corporation.

The second Research Technical Luncheon, on Wednesday, January 22, will feature discussions on canning equipment sanitation. E. S. Doyle of the N.C.A. Laboratories will preside at the session, and the three papers to be presented will be concerned with water conservation and spoilage problems resulting from post-cooling contamination.

The urgent need for water conservation hardly needs emphasis in the many areas of the country that are faced with critically falling water tables. Even those who are in localities still fortunate enough to have a generous water supply will be interested in effective methods of conservation. Walter A. Mercer of the N.C.A. Laboratories will have some practical suggestions along these lines in his discussion of effective methods for product washing with less water.

Spoilage due to post-cooling contamination is a problem to which the N.C.A. Research Laboratories have devoted much attention. Many of the spoilage problems that are brought to the attention of the laboratories are the result of this type of contamination. The use of high-speed production lines and mechanical handling of filled and processed cans have made it necessary to give special attention to the design of handling procedures that will minimize can damage and spoilage resulting from leakage.

In a discussion on the effect of post-cooling can handling equipment on spoilage rates, J. N. Demsey of Continental Can Company will present results of first-hand observations of can handling equipment made in a number of canning plants over a period of several years. C. W. Bohrer of the N.C.A. will describe bacteriological studies on this type of equipment recently completed by members of the N.C.A. Research Staff.

## Canned Raspberry Grades

The Agricultural Marketing Service of USDA has revised U. S. standards for grades of canned raspberries.

Previous standards provided only for canned red raspberries. The revised standards also provide for reddish purple and black raspberries. Drained weights in the revision are slightly lower than in the previous standard for canned red raspberries. Drained weights for canned black raspberries are separate from those provided for red and reddish purple raspberries.

Grades remain the same: U. S. Grade A (Fancy), U. S. Grade B (Choice), U. S. Grade C (Standard), and Substandard.

Text of the revised standards was published in the *Federal Register* of January 8.

## SQC School at Berkeley

A committee of canners has completed plans for a two-day session on statistical quality control to be held at the N.C.A. Berkeley Laboratory January 29-30.

On Wednesday, cannery applications of basic SQC methods will be explained, and Robert C. Pearl, processing crops specialist at the University of California, will address a dinner audience on "A Fieldman Looks at Statistics." On Thursday, University of California Professor G. A. Baker will be technical advisor

### Luncheon Tickets for Technical Sessions

Tickets for the Technical Luncheon Sessions sponsored by the N.C.A. and the C.M.&S.A. will be sold at the Information Booth in the lobby of The Traymore and at the Information Center at Convention Hall. The technical sessions will begin at 12 noon, according to the following schedule:

**MONDAY, JANUARY 20**  
Techniques for Measuring Quality Factors, Belvedere Room, The Traymore  
Fishery Products Conference, Rose Room, The Traymore

**TUESDAY, JANUARY 21**  
Seed Quality Symposium, Rose Room, The Traymore

**WEDNESDAY, JANUARY 22**  
Sanitation of Canning Equipment, Room B, Convention Hall

to an all-day session on sampling problems.

The seminar is primarily for N.C.A. members, and practical cannery situations will be emphasized. Registrants will receive a basic training manual and other printed material for their \$4 fee. The dinner, to which all interested persons are invited, will cost an additional \$3.35. Registration forms were sent early this month to N.C.A. members in the West.

## Obtaining Poultry Inspection

How to obtain inspection service under the Poultry Products Inspection Act is explained in a publication issued by the USDA. The 16-page pamphlet also discusses requirements for building construction and facilities and provides sample application forms.

The pamphlet is entitled *Information for Applicants for Poultry Inspection*. Copies may be obtained from the USDA Poultry Division.

The USDA Poultry Division expects to publish the final regulations under the Act in the *Federal Register* by February 1. The N.C.A. will mail copies of these regulations when they become available.

## Brown Speaks at Centennial

N.C.A. President A. Edward Brown was among the principal speakers at the banquet January 8, in San Francisco, which launched the centennial year of California's food canning industry. Held on the eve of the 35th annual Fruit and Vegetable Sample Cutting sponsored by the Canners League of California, the banquet was the first in a series of 1958 events to commemorate the 100th anniversary of the industry in that state. In recognition of the widespread states and territories that consume about 80 percent of the canned foods grown and packed each year in California, special gift cases were sent from the banquet to governors of the 48 states, Hawaii and Alaska, and to President Eisenhower and Vice President Nixon.

At the banquet there was an official unveiling of a centennial medallion, copies of which appear on the cans and cartons of the gift packages. In addition to Mr. Brown, principal banquet speakers were James Mussatti, general manager of the California State Chamber of Commerce; Dr. H. R. Wellman, vice president for agricultural sciences, University of California at Berkeley; and W. C. Jacobsen, director of California State Department of Agriculture.

## 1957 Pack of Tomato Juice

The 1957 pack of tomato juice totaled 28,483,261 actual cases compared with the 1956 pack of 38,017,233 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2's, the 1957 pack amounted to 32,589,549 cases compared with 43,552,000 cases in 1956.

Container Size	Units per case	1956	1957
(actual cases)			
Indiv. 5-6 oz.	48	3,961,448	3,307,172
8 oz.	48	604,816	341,518
211 Cyl.	48	1,727,114	1,448,581
No. 300	48	1,015,076	824,250
No. 303	24	1,065,529	970,285
No. 2	24	5,137,731	2,985,500
No. 3 Cyl.	12	21,765,065	16,392,428
No. 10	6	968,697	600,042
Misc. tin		551,150	446,796
Glass		1,230,568	1,166,680
U. S. Total		38,017,233	28,483,261

## 1957 Packs of Tomato Puree, Sauce, and Paste

Reports on the 1957 packs of canned tomato puree and tomato sauce have been issued by the N.C.A. Division of Statistics.

### 1957 PACK OF TOMATO PUREE

State	1956	1957
(actual cases)		
New York	18,921	22,330
Md., N. J., and Pa.	676,277	410,806
Ohio	137,515	76,116
Indiana	489,088	262,258
Michigan	74,125	77,696
Utah	224,933	214,521
California	2,916,211	2,316,604
Other states	230,865	75,898
U. S. Total	4,767,635	3,456,349

### 1957 PACK OF TOMATO SAUCE

State	1956	1957
(actual cases)		
California	9,027,509	6,028,739
Other states	1,359,156	834,368
U. S. Total	10,377,665	6,863,107

### CALIFORNIA PACK OF TOMATO PASTE

The 1957 pack of tomato paste in California totaled 6,569,689 actual cases compared with the 1956 pack of 9,414,175 cases, according to a report by the Cannery League of California which has been republished by the N.C.A.

## 1957 Packs of Catsup and Chili Sauce

Reports on the 1957 packs of catsup and chili sauce have been issued by the N.C.A. Division of Statistics.

### 1957 PACK OF CATSUP

Container Size	1956	1957
(actual cases)		
Glass:		
24/12-oz.	2,528,861	1,901,242
24/14-oz.	22,793,716	17,228,262
12/20 to 24-oz.		2,076,459
No. 10	4,521,418	2,527,567
Misc. tin and glass	457,201	345,906
U. S. Total	30,301,196	24,079,436

### 1957 PACK OF CHILI SAUCE

Container Size	1956	1957
(actual cases)		
12-oz. glass	2,575,659	1,571,395
No. 10	330,371	266,455
Misc. tin and glass	386,247	370,076
U. S. Total	3,292,277	2,207,926

## 1957 Pack of Canned Pears

The 1957 pack of canned pears totaled 10,389,292 actual cases as compared with the 1956 pack of 11,117,064 cases, according to a report by the N.C.A. Division of Statistics. On the basis of standard cases of 24/2½'s, the 1957 pack amounted to 8,251,807 cases compared with 8,881,358 cases in 1956.

State	1956	1957
(actual cases)		
Washington and Oregon	5,187,648	3,996,049
California	5,427,358	3,922,788
Other states	502,058	470,455
U. S. Total	11,117,064	10,389,292

## Poultry Used in Processing

Poultry used in canning and other processed foods during the first 11 months of 1957 totaled 205,458,000 pounds, 15 percent more than the 178,769,000 pounds used during the same period of 1956, according to a report by the Agricultural Marketing Service of USDA.

	Jan.-Nov. 1956	1957
(thousands of pounds)		
Young chickens	14,845	20,690
Mature chickens	134,326	141,928
Turkeys	29,523	42,705
Other poultry	75	126
Total, Jan.-Nov.	178,769	205,458

## N.C.A. Film Catalog Lists Industry Movies

The second edition of *Films about the Canning Industry* was distributed to N.C.A. members this week. Produced by the Information Division, the publication has a two-fold purpose: (1) to answer numerous inquiries that reach the Association from various clubs, civic organizations, and educational institutions, and (2) as a publicity vehicle for promotion of the various films produced under N.C.A.'s Consumer and Trade Relations Program.

The booklet, first issued in 1956, has grown from 24 pages to 36 pages, and the film listings from 48 to 60. Fifteen new films are listed. Listings are published only when the film sponsor agrees to such publication. The data includes the film title and its technical specifications, including length; the name of the sponsor; brief description of its contents; type of audience for which it is most suitable; and to whom requests for prints should be addressed.

The N.C.A. is urging its members to use *Films about the Canning Industry* to obtain more showings, not only of the Association-sponsored films, but of others listed, at meetings of their local service clubs, civic groups, and in their schools.

## 'Three Squares' Showing

The industry film, "The Three Squares," produced by the N.C.A. as part of its Consumer and Trade Relations Program, was shown three times during the fall semester of the Sacramento City Unified School District to a total of 85 students, it is reported by Lloyd C. Sweetman, supervisor of audio-visual education. The print of the film used by the Sacramento school was the privately-owned copy of the Bercut-Richards Packing Co., made available to Mr. Sweetman by T. H. Richards, Jr.

## Dr. Somers Speaks

Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories, spoke to IFT members of the Tri-State area January 10 on "The Value of an Industry Laboratory." As examples, he cited current activities of the N.C.A. Laboratories.

## N.C.A. Publicity on Peas for Homemakers and School Lunch

Special releases on canned peas have been prepared by the N.C.A. Consumer Service Division and are being distributed to various consumer outlets to encourage the use of canned peas during the February promotion, "Peas on Parade."

A special three-page release containing 28 recipes for canned peas, one for each day of the month of February, is being sent by N.C.A. to more than 400 food editors of metropolitan newspapers, leading radio and television people throughout the country, and marketing information specialists.

Titled "Canned Peas on Parade," the N.C.A. release has 13 recipes using canned peas as vegetables, 10 recipes using canned peas as entrees, and 5 recipes using canned peas in salads. In addition, the recipes call for the use of 29 other canned foods.

In a special mailing to regional school lunch supervisors, the N.C.A. Consumer Service Division has followed up an earlier mailing by the USDA. The USDA brochure gives six suggestions for using canned peas in school lunch menus, and the N.C.A. release, entitled "School Lunch Recipes for Canned Peas," gives recipes for each of these suggestions.

Also, a mat release featuring canned peas is being mailed by the Consumer Service Division to 3,400 small community newspapers with a combined circulation of 18 million.

## Continental Promotion Drive To Help Sales of Canned Peas

Continental Can Company is giving strong support to promotion of the record pack of canned peas. Consumer publicity in the form of stories and pictures on newspaper food pages and coverage by broadcasters and telecasters reaching millions of consumers will give housewives new ideas about attractive ways to use one of America's most popular vegetables. For maximum impact, this promotion is scheduled for late January and February to coincide with the time when the U. S. Department of Agriculture plans its special featuring of canned peas.

National press syndicates and leading newspapers in major cities will receive exclusive illustrated articles showing how canned peas fit into the menu in many different ways. A special illustrated mat with a recipe showing an inviting way to serve

canned peas will be sent to some 3,000 hometown newspapers.

Radio broadcasters and telecasters will receive scripts on the valuable contributions of canned peas to nutrition and menu variety.

Continental's program will stress for consumers the fact that canned peas are plentiful and versatile, that they are a favorite vegetable with Americans in every region and that, together with their economical price, they have dependable quality.

## Canco to Use TV Program in Support of Canned Peas

The American Can Company will devote the commercial period of its bi-weekly, nationwide television program, "Douglas Edwards with the News," Friday, February 7, to support the canning industry's "Peas on Parade" promotion. This show is carried nationally at 7:15 p.m. EST on the CBS-TV network, by 150 stations, and is viewed by an estimated listening audience of 16 million.

Canned peas, the commentary will point out, are harvested and canned at the exact peak of goodness and, as a highly nutritional food, add greatly to the appeal of virtually any menu. The program will suggest tempting ways to use peas as a main dish, main vegetable dish, or in combination with other foods. Also it will urge families to buy peas more economically by the case.

## 1957 Annual Index

The 1957 annual index of the INFORMATION LETTER covering all issues from January 5 (No. 1616) through December 21 (No. 1663) is enclosed with this issue of the LETTER.

## Canned Pea Promotion Pieces Distributed by USDA

Special mailing pieces have been prepared and distributed by the Agricultural Marketing Service of the USDA in support of the general industry-government promotion of canned peas.

One of these, mailed nation-wide to store managers, was a leaflet for retailers, giving particulars about the peak period of promotion entitled "Peas on Parade," scheduled for the month of February, along with suggestions as to how they can tie into the campaign. These include illustrations of proposed massed island-end aisle displays; basket jumbles; "go-with" sales in all departments; sales by case lots; Lenten specials, and other ideas.

In addition, the USDA mailed fact sheets on canned peas to the schools as a school lunch suggestion and to hotels and restaurants to boost institutional use.

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